

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

- 1 (Currently amended) A method for customizing tags in digital images captured with an image capture device that stores the digital images in image files, the method comprising:
 - (a) creating one or more custom tags from one or more image tags by storing on a server on a network a key ID and a definition of the one or more custom tags that alters a function of the one or more image tags;
 - (b) receiving a plurality of image files over the network, wherein each of the image files includes image data, the key ID, and the custom tags containing data; and
 - (c) automatically recognizing the image files by the key ID and using the corresponding stored definition to extract the data from the custom tags to make the data available to a user along with the image data.
- 2 (Previously presented) The method of claim 1 wherein (a) further includes:
 - (i) receiving the definition of the custom tags from a developer over the network.
- 3 (Previously presented) The method of claim 2 wherein (a) further includes:

- (ii) assigning the key ID in response to receiving the definition of the custom tags to enable the developer to incorporate the key ID and the custom tags into a camera application that is to be run on the digital camera for generating the image files.

4 (Previously presented) The method of claim 3 wherein (b) further includes:

- (i) extracting the image data and the custom tags from each image file and storing the image data and custom tags in at least one database.

5 (Previously presented) The method of claim 4 wherein (c) further includes:

- (i) allowing a user to log onto the gateway server using a user ID to make a request to view the uploaded images.

6 (Previously presented) The method of claim 5 wherein (c) further includes:

- (ii) in response to the user logging in, retrieving the image data and the custom tags using the user ID,
- (iii) using the key ID to retrieve the definition of the custom tags, and
- (iv) dynamically building and displaying web pages containing the retrieved image data and their custom tags based on the retrieved definition and taking any actions specified in the definition with respect to the custom tags.

7 (Previously presented) The method of claim 1 wherein (b) further includes:

- (i) extracting the custom tags from the image files when image files are received.

8 (Previously presented) The method of claim 1 wherein (c) further includes:

- (i) extracting the custom tags from the image files when image files are viewed.

9 (Previously presented) The method of claim 1 wherein (b) further includes:

- (i) receiving the custom tags separately from the image files.

10 (Currently amended) A computer-readable medium containing program instructions for customizing tags in digital images captured with an image capture device that stores the digital images in image files, the program instructions for:

- (a) creating one or more custom tags from one or more image tags by storing on a server on a network a key ID and a definition of the one or more custom tags that alters a function of the one or more image tags;
- (b) receiving a plurality of image files over the network, wherein each of the image files includes image data, the key ID, and the custom tags containing data; and
- (c) automatically recognizing the image files by the key ID and using the corresponding stored definition to extract the data from the custom tags to make the data available to a user along with the image data.

11 (Original) The computer-readable medium of claim 10 wherein instruction (a) further includes the instruction of:

- (i) receiving the definition of the custom tags from a developer over the network.

12 (Original) The computer-readable medium of claim 11 wherein instruction (a) further includes the instruction of:

- (iii) assigning the key ID in response to receiving the definition of the custom tags to enable the developer to incorporate the key ID and the custom tags into a camera application that is to be run on the digital camera for generating the image files.

13 (Original) The computer-readable medium of claim 12 wherein instruction (b) further includes the instruction of:

- (i) extracting the image data and the custom tags from each image file and storing the image data and custom tags in at least one database.

14 (Original) The computer-readable medium of claim 13 wherein instruction (c) further includes the instruction of:

- (i) allowing a user to log onto a server using a user ID to make a request to view the uploaded images.

15 (Original) The computer-readable medium of claim 14 wherein instruction (c) further includes the instructions of:

- (ii) in response to the user logging in, retrieving the image data and the custom tags using the user ID,
- (iii) using the key ID to retrieve the definition of the custom tags, and
- (iv) dynamically building and displaying web pages containing the retrieved image data and their custom tags based on the retrieved definition and taking any actions specified in the definition with respect to the custom tags.

16 (Currently amended) A system for customizing tags in image files produced by a software-controlled image capture device, comprising:

a photo-service site on a network for receiving digital images from the image capture device, photo-service site including

means for creating one or more custom tags from one or more image tags by storing a key ID and a definition of the one or more custom tags that alters a function of the one or more image tags;

means for receiving a plurality of image files over the network, wherein each of the image files includes image data, the key ID, and the custom tags containing data; and

means for automatically recognizing the image files by the key ID and using the corresponding stored definition to extract the data from the custom tags to make the data available to a user along with the image data.

- 17 (Original) The system of claim 16 wherein the receiving means receives the definition of the custom tags from a developer over the network.
- 18 (Original) The system of claim 17 wherein the photo-service site assigns the key ID in response to receiving the definition of the custom tags to enable the developer to incorporate the key ID and the custom tags into a camera application that is to be run on the digital camera for generating the image files.
- 19 (Original) The system of claim 18 wherein the image data and the custom tags are extracted from each image file upon receipt and stored in at least one database.
- 20 (Original) The system of claim 19 the photo-service site using a user ID and to make a request to view the uploaded images.
- 21 (Original) The system of claim 20 wherein the photo-service site further includes
means for retrieving the image data and the custom tags using the user ID
in response to the user logging in,
means for using the key ID to retrieve the definition of the custom tags,
and
means for dynamically building and displaying web pages containing the
retrieved image data and their custom tags based on the retrieved definition and
taking any actions specified in the definition with respect to the custom tags.

22 (Original) The system of claim 16 wherein the custom tags are extracted from the image files when image files are received.

23 (Original) The system of claim 16 wherein the custom tags are extracted from the image files when image files are viewed.

24 (Original) The system of claim 16 wherein the custom tags are received separately from the image files.

25 (Currently amended) A method for customizing metadata tags in digital images captured with an image capture device that stores the digital images in image files, the method comprising:

- (a) receiving a metadata definition of custom tags from a developer over the network that alters a function of one or more of the metadata tags;
- (b) associating a key ID with the metadata definition;
- (c) providing the key ID to the developer so that the developer can program a camera application to store data and the key ID into the custom tags of image files on the digital camera;
- (d) receiving a plurality of image files over the network, wherein each of the image files includes image data, the key ID, and the custom tags containing data; and
- (e) automatically recognizing the image files by the key ID and using the metadata definition associated with the key ID to extract the data from the

custom tags to make the data available to a user along with the image data.

26 (Previously presented) The method of claim 25 wherein (a) further includes allowing the developer to included instructions in the metadata definitions for how the data in the custom tags should be displayed.

27 (Previously presented) The method of claim 26 further including providing the image files with user tags for storing user settable data.

28 (Previously presented) The method of claim 27 further including providing the custom tags as part of the user tags.

29 (Previously presented) The method of claim 28 further including providing the image files with system tags for storing camera information.

30 (Previously presented) The method of claim 29 wherein (d) further includes:

- (i) extracting the image data and the custom tags from each image file and storing the image data and custom tags in at least one database.

31 (Previously presented) The method of claim 30 wherein (d) further includes:

- (iii) allowing a user to log onto a server using a user ID to make a request to view the image data from the uploaded image files.

32 (Previously presented) The method of claim 31 wherein (e) further includes:

- (i) in response to the user logging in, retrieving the image data and the custom tags using the user ID,
- (ii) using the key ID to retrieve the metadata definition of the custom tags, and
- (iii) dynamically building and displaying web pages containing the retrieved image data and their custom tags based on the retrieved definition and taking any actions specified in the definition with respect to the custom tags.